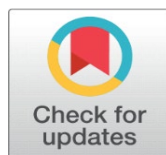
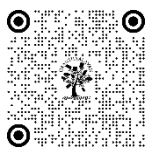


A STUDY ON RURAL CUSTOMER ATTITUDE ON DIGITAL MARKETING

J Swopna ¹✉, K Uma ²

¹ Research scholar, Department of Commerce, Madurai Kamaraj University, Madurai, Tamil Nadu, India

² Assistant Professor, Department of Commerce, Madurai Kamaraj University, Madurai, Tamil Nadu, India



Corresponding Author

J Swopna, swopnajoni1998@gmail.com

DOI

[10.29121/shodhkosh.v5.i1.2024.2885](https://doi.org/10.29121/shodhkosh.v5.i1.2024.2885)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

Right now, the world is moving more and more towards the digital world. The internet is a universal resource. We currently live in a digital age. One of the newest technologies in the IT and marketing fields is digital marketing. Businesses from all over the world are now aware of the importance of marketing and need to change the way they approach people. The reach of marketing has increased with the introduction of Digital marketing. The field of digital marketing has seen tremendous change in recent years, and rural customers are now a crucial market for companies. Traditionally, rural communities were thought to be less involved with digital technologies than metropolitan ones. Businesses looking to create successful strategies must comprehend how rural customers feel about digital marketing. With this knowledge, marketers may take advantage of the special opportunities found in rural markets while overcoming obstacles like low digital literacy and connectivity problems. Examining rural customer attitude of digital marketing in kanyakumari district, in this context helps marketers looking to reach Indian rural people and understand the potential, difficulties, and trends of the future.

Keywords: Rural, Digital Marketing, Internet, Marketers and Customers

1. INTRODUCTION

Digital marketing is simply the practice of advertising products and services online. Businesses from all over the world are now aware of the importance of marketing and need to change the way they approach people. The reach of marketing has increased with the introduction of Digital marketing. Digital marketing is crucial to the success of any business. The tough thing is recognising the opportunities, yet creating is superior to seeking. Digital platforms are the best platform for marketers to create their own businesses as they wish and expand them very quickly.

Digitally empowered society is the goal of our digital India scheme. Still the goal was not fulfilled because of some resistance are there. It is essential to carry out a thorough investigation aimed at analyzing customers' attitudes, preferences, and perceptions regarding different online marketing channels and tactics in order to analyze and obtain insights into the prevalent sentiments and behaviors in relation to digital marketing strategies. Researchers can learn a great deal about customer perspective, purchasing decisions, and general satisfaction with digital marketing initiatives by exploring how they interact with digital advertising, social media campaigns, email promotions, and other forms of online marketing communications. In order to effectively engage with their target audience and produce good outcomes in the competitive online world, businesses and marketers must have a thorough understanding of how consumers

perceive and respond to these digital marketing initiatives. The study offer valuable insights into bridging the digital divide and improving access to digital marketing in rural areas.

1.1. OBJECTIVES

- To study the customer attitude towards digital marketing in rural areas.

2. REVIEW OF LITERATURE

Naeem Sabeech et al. (2024) argue that the immediacy and convenience provided by digital marketing can significantly enhance customer satisfaction. Social media platforms are integral to digital marketing strategies, offering businesses direct channels to communicate with customers and gather feedback.

Abdallab et. al (2021) studies the different aspects of online shopping. The study aimed to provide a comprehensive overview of how online shopping can be made a better experience by putting forth the underlying correlation of customer satisfaction in boosting the number of people who shop online.

The study of **Warang (2021)** based on the impact of digital marketing. The study expresses the digital promotions in trade activities. The study covers scenario, purchasing behaviour of different age grouped consumers, benefits and impacts of digital marketing. The researcher concludes that digital promotion places a crucial role in increasing the sales of the products and services.

Sudesh kumar (2019) has focus on the sustainable approach of rural market. It is clear of the gloom of hesitation that the world is rapidly shifting from analogue to digitalization. People are intense more and more digital content on a daily basis. The companies are facing huge challenges to meet the needs of rural people and this brings rural marketing to grow faster than that of urban marketing. The study is primary in nature and defines the perspectives of digital marketing and extends some suggestions towards rural marketing development by means of digitalization and modernization.

3. METHODOLOGY

The primary data was used in this study. The study focused on rural customers in kaniyakumari district only. The sample of 150 respondents collected through interview schedule. Chi square test and factor analysis used to test the customer attitude on digital marketing.

3.1. HYPOTHESIS

H0: There is no relationship between age and awareness of respondents on digital marketing.

4. DATA ANALYSIS AND INTERPRETATION

Based on the respondents' opinions and comments, the researcher interprets and rationalizes the findings.

4.1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

To fully understand the respondents' diverse perspectives and inclinations, an in-depth analysis of their demographic profile is necessary. The demographic profile of the respondents presented as chart for better understanding. By interpreting these results, this study contributes valuable knowledge about how demographic variables influence customer attitude with digital marketing.

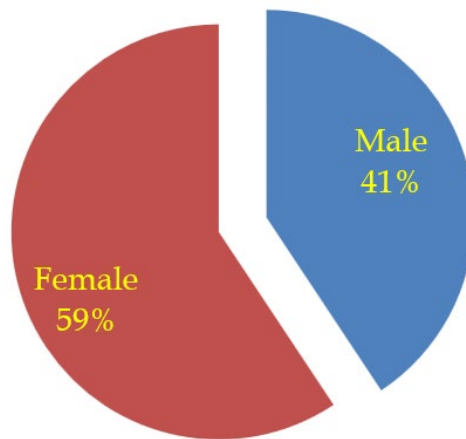


Figure 1 Gender of the respondents

Source: Primary Data

The figure 1 explains the gender of the respondents. Out of 150 respondents majority of 59 per cent respondents are female category.

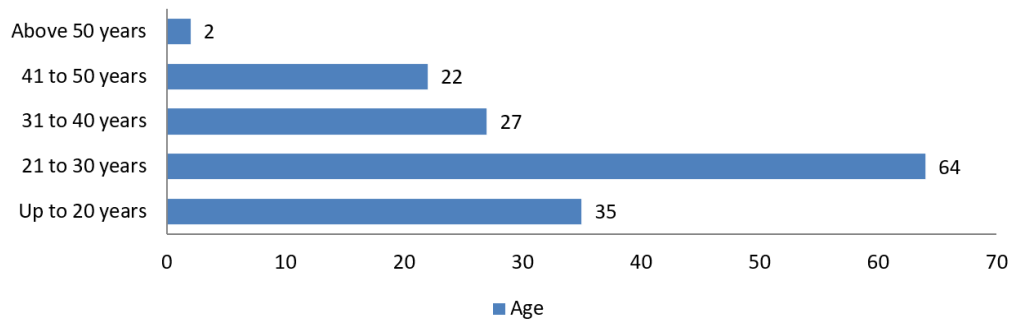


Figure 2 Age of the respondents

Source: Primary Data

Out of 150 respondents majority of 64 respondents are 21 to 30 years age category. Youngsters are doing digital marketing the most comparing other age group. Under this age group people well aligned on technology and they are educated also.

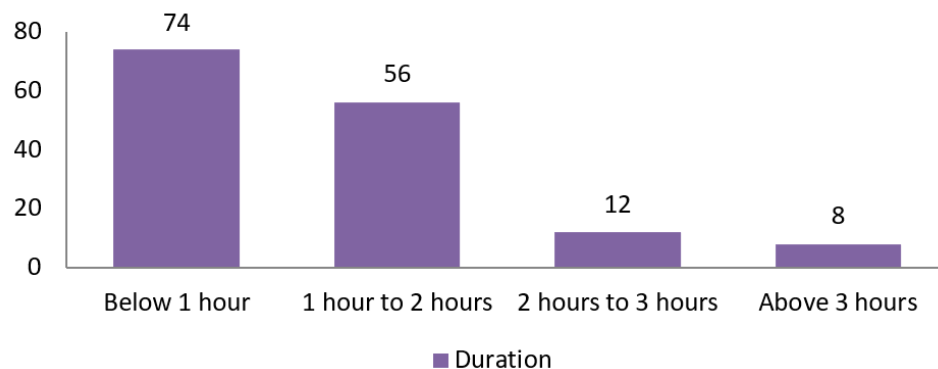


Figure 3 Spending duration by the respondents

Source: Primary Data

The above figure shows that, out of 150 respondents, majority of 74 respondents are spending below 1 hour for digital shopping. For time saving purpose the majority of the respondents prefer digital marketing more than traditional marketing.

4.2. AGE AND AWARENESS ON DIGITAL MARKETING

A test of significance of difference on the two groups based on age and awareness on digital marketing was conducted through chi square test.

H0: There is no relationship between age and awareness on digital marketing.

Table 1

Age and awareness on digital marketing

Age	Awareness				Total
	Word by mouth	Advertisement	Newspaper	Social media	
Upto 20 years	7	2	0	0	9
21 to 30 years	11	12	9	11	43
31 to 40 years	0	8	1	10	19
41 to 50 years	4	4	0	17	25
Above 50 years	1	2	0	1	4
Pearson Chi-square	41.566 ^a				
Df	12				
Significance value	0.001				
Inference	Null hypothesis Rejected				

The above table shows the chi square test on Age and awareness. The significant value is 0.001 is less than the 5% (0.05) significance. So, the null hypothesis is rejected. There is a significant relationship between age and awareness. The awareness is differing based on their age group. Under the age group of 21 to 30 years the people more aware on digital marketing.

4.3. CUSTOMER ATTITUDE ON DIGITAL MARKETING

Factor analysis is a multi-variant statistical technique that explains the inter relationship among the observed variables. None of these variables is treated differently from the others. Factor analysis is a way of grouping of variables based on the criterion of common characteristics which would serve as a common denominator for such classification. The technique adopted to analyses the customer attitude towards digital shopping. There are several methods available for factor analysis, but the principle component methods with Kaisers Varimax rotation are used in this study. The sum of squares of the factors loading of the variable is called communalities (VO).

Table 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy	0.866
Bartlett's test of Sphercity	1705.608
Df	190
Sig.	.001

Kaiser- Meyer-Olkin measure is an index which defines of sampling adequacy. The KMO test value is 0.866 which is more than 0.5. So, it can be considered acceptable and valid to conduct data reduction technique. Bartlett's test of sphercity helps a researcher to decide whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. Bartlett's test of sphericity significant to a level of significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Table 3

Rotated component matrix					
Factors	Components	Item description	Rotated loadings	% of variance	Eigen value
		Access all type of universal products	0.835		
		Attractive web design	0.739		

F1	Accessibility	Convenient language	0.638	45.918	9.184
		Ease to make order	0.620		
		Well structured application	0.568		
		Quality photographs and graphics	0.565		
		Ease and comfortable access	0.529		
F2	Afford services	Provide free delivery of products	0.491	9.387	1.877
		Reasonable cost	0.502		
		Afford credit purchases	0.664		
		Easy replacement	0.613		
		Latest technology	0.781		
		New and rare products	0.722		
		Home delivery	0.522		
F3	Reliable information	Easy navigation	0.451	5.973	1.195
		Provide proper delivery information	0.652		
		Customer information not misused	0.602		
		Product delivered on time	0.830		
		Provide true information about product	0.856		
F4	Availability	Variety of brands	0.827	5.326	1.065

Source: Extraction method: Principal component analysis Using SPSS

The eigen value of factor 1 is 9.184 with 45.918% of variance. The variables are related to accessibility. Factor 1 has very high significant loading on the variables access all type of universal products (0.835), attractive web design (0.739) and moderately high loading on the variables convenient language (0.638), ease to make order (0.620). It has also marginally significant loading on well structured application (0.568), quality photographs and graphics (0.565) and ease and comfortable access (0.529).

The eigen value of factor 2 is 1.877 with 9.387% of variance. The variables are related to afford services. Factor 2 has very high significant loading on the variables latest technology (0.781) and new and rare products (0.722) and moderately high loading on the variables afford credit purchase (0.664) and easy replacement (0.613). It has also marginally significant loading on the variables home delivery (0.522), reasonable cost (0.502) and provide free delivery of products (0.491).

The eigen value of factor 3 is 1.195 with 5.973% of variance. The variables are related to reliable information. Factor 3 has very high significant loading on the variables to provide true information about product (0.856), product delivered on time (0.830) and moderately high loading on the variables provide proper delivery information (0.652), customer information not misused (0.602). It has also marginally significant loading on easy navigation (0.451).

The eigen value of factor 4 is 1.065 with 5.326 % of variance. The variables are related to availability. Factor 4 has very high significant loading on the variable variety of brands (0.827).

5. CONCLUSION

Customers often have a positive attitude toward digital marketing. The fact is that 66% of respondents said they preferred digital marketing. It indicates that they value its availability, ease of use, customized experience, and convenience. The main reasons people favor digital marketing are its return policies, home delivery, and no time limit for digital services. Rural consumers' perspectives are greatly influenced by social media platforms. The secret to successful digital marketing in rural areas is accessibility. Anywhere is accessible to everybody. Customers prioritize convenient language in well-structured digital marketing tools.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Naeem Sabeeh, M., Kareem Sihab Alaboodi, R., & Faisal Ghazi Al-ARAJL, H. (2024). The Impact of Digital Marketing Dimensions on Customer Satisfaction. *International Journal of Innovative Science and Research Technology*, 9(4). <https://doi.org/10.38124/ijisrt/IJISRT24APR978>
- Abdallab et. al (2021) "Customer satisfaction towards online shopping", *International Journal of current science research and review*, vol.04, Issue 07, July 2021. <http://dx.doi.org/10.47191/ijcsrr/V4-i7-11>
- Warang, (2021). A Study on Digital Marketing and its Impact. *International Research Journal of Engineering and Technology*, 8(1), 1938–1942. <https://www.irjet.net/archives/V8/i1/IRJET-V8I1325.pdf>
- Sudesh kumar (2019), "Emergence of Electronic Marketing in rural area", *Journal of Information and Computational Science*, Volume 9, Issue 12 , 2019, pp-626-635. <http://www.joics.org/gallery/ics-1967.pdf>